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Rendering of data on user devices using rendering instructions and interaction rules. The data includes concepts representing data elements and having associated concept identifiers. Using the concept identifiers, a system retrieves rendering instructions for the corresponding data element in order to present the data element on a display of a user device. For interactive elements that can be selected by a user, the system retrieves interaction rules in order to determine how to render data for the interactive element based upon the user's selection of it.